



**THIRD THURSDAY  
BREAKFAST BROADCAST**

## **Tobacco Prevention and Control**



**Speakers:**

**Michael Caldwell, MD, MPH, Commissioner,  
Dutchess County Department of Health**

**Ursula Bauer, PhD, Director, Tobacco Control  
Program, NYSDOH**

### **Thanks to our Sponsors:**

- School of Public Health, University at Albany
- NYS Department of Health
- NYS Community Health Partnership

### **Special Thanks to**

- NYS Association of County Health Officials
- NYS Nurses Association

### **Viewer Call-In**

**Phone: 800-452-0662**

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### **Evaluations**

Please visit

**<http://www.albany.edu/sph/coned/t2b2/tobaccoprevent.html>**

to fill out your evaluation and post test.

Your feedback is invaluable to this program.

*Thank you!*

### **School of Public Health Continuing Education**

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**518-402-0330**

**[www.albany.edu/sph/coned/t2b2.html](http://www.albany.edu/sph/coned/t2b2.html)**

**1987**

**NYS Public Health Council  
passes smoking regulations ...  
... But was overturned by the  
NYS Supreme Court and  
NYS Appeals Court.**



**1988**

**New York City passes a  
Clean Indoor Air Act.**



**1989**

**New York State becomes  
the 11<sup>th</sup> state to pass a  
Clean Indoor Air Act:  
NYS Public Health Law 13E**



**Also in 1989**

## **The Commission for A Healthy New York**

**Is formed by New York State to address  
Public Health concerns regarding  
Tobacco Use**

**1990**



**New York becomes  
first major city to  
ban cigarette  
vending machines  
from most public  
places.**

**1992**



**NYS passes the  
Adolescent  
Tobacco Use  
Prevention Act  
(ATUPA or  
PHL 13F)  
Florida is the only  
other state with a  
comparable youth  
access law**

## Also in 1992

### NYC passes the Tobacco Product Regulation Act



Prohibits sale of out-of-package cigarettes

Requires one public health message for every four tobacco advertisements on municipal property. This was overturned in court.

## 1993

The state increases the cigarette tax by 17¢. This new tax, 56¢ per pack, was the highest in the nation.



Commission for a Healthy NY releases report, "Tobacco-Free NY: A Plan for Action."

Which outlines the Federal ASSIST Program (American Stop Smoking Intervention Study)

**1994** NYS signs PROKIDS (Protect Our Kids from Inhaling Deadly Smoke) Act into Law: Prohibits use of tobacco products on school grounds and other child facilities.

Also, Suffolk County Legislature passes the Smokefree Air Act.



## 1996

- Westchester County Board of Health passes a Clean Indoor Air Ordinance to regulate secondhand smoke.
- This was challenged – However it was upheld by the NYS Appeals Court.
- Nassau County Board of Health passes strict smoking regulations but was overturned by Federal Court in 1997.

## 1997

- New York files a lawsuit against the tobacco industry with 40 other states.



- Rockland County Legislature passes Smoke Free Air Act.

## 1998



- 46 states agree to a \$206 billion dollar settlement with the tobacco industry. NY receives \$25 billion over 25 years.
- Niagara County Board of Health passes second hand smoke regulations ... but is overturned in 1999 by a US District Judge.

## 1999

Passage of HCRA (Health Care Reform Act):  
This started funding of the NYS Tobacco Control Program

Tobacco sales tax increased by 55¢. The highest in the nation.



Dutchess County Board of Health passes smoking regulation – which was overturned by Federal court.

## 2000

Legislation for fire safe cigarettes –  
The first step toward regulating the manufacturing of cigarettes.



Amendments to ATUPA strengthen enforcement of tobacco related products including herbal cigarettes and bidis

## 2001

Self Service Display Ban

Putnam County BOH and then Legislature pass Public Health Law to regulate secondhand smoke.



## 2002

- Cigarette sales tax increase of 39¢ bringing the total tax to \$1.50. The second highest in the nation.
- Mayor Bloomberg introduces NYC Smoke-Free Air Act to protect all workers from second-hand smoke.
- Dutchess & Nassau County Legislatures pass strong Public Health Laws to regulate secondhand smoke.

## Public Health Challenges

- Tobacco company advertising, promotion and public relations efforts have made tobacco use a social norm
- Effective public health interventions are those that change the community environment to promote positive behaviors, not those that educate individuals to change their own behavior

## Tobacco Company Advertising, Promotion and Public Relations Efforts

- \$12.5 billion in the US
  - \$835 million in New York
  - Outspend tobacco control 20:1

### **Tobacco Companies Respond Quickly and Creatively to Public Health Efforts**

- When excise taxes go up, price promotions go up – lowering price
- When advertising restrictions are put in place, new advertising strategies are developed
- When smoking bans are passed, smokers' rights campaigns are launched, "smokefree" tobacco products are advertised

### **Promoting Smoking Through Popular Culture**

- Up to half of youth smoking is attributable to glamorous portrayals of smoking in movies
- Smoking in movies is as common today as it was in the 1950s
- Smoking in movies rated G, PG, and PG-13 have actually increased in the past five years

### **Effective Public Health Interventions Change the Community Environment**

- Highway and motor vehicle safety
- Workplace safety
- Childhood immunization
- Sanitation
- Safer foods
- Fluoridation of drinking water

### **Effective Tobacco Control**

- Smoking bans and restrictions
- High prices
- Media and countermarketing
- Provider reminder systems
- Reducing costs of treatment
- Telephone counseling to help users quit

### **Effective Tobacco Control**

- Community mobilization to denormalize and deglamorize tobacco use
  - Smoking bans
  - Advertising restrictions
  - Price increases

### **Effective Tobacco Control**

- Media and countermarketing to expose tobacco industry marketing practices and convey anti-tobacco messages

## **Effective Tobacco Control**

- **Health care systems**
  - Screening all patients for tobacco use
  - Providing brief advice to quit
  - Treatment for tobacco dependence as a chronic, relapsing disease
  - Insurance coverage for effective treatment
- **Quitlines**

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